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KING RANCH INSTITUTE

FOR RANCH MANAGEMENT



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On Our Cover:

"Snakeskin Hobble" by Mark Kohler

www.markkohlerstudio.com

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KING RANCH
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TEXAS A&M UNIVERSITY-KINGSVILLE

“Taking the Reins”

Dr. Clay P. Mathis returns to his home state of Texas to lead KRIRM

By: Kindra Gordon

On July 19, 2010, Dr. Clay P. Mathis assumed his new role as the director and endowed chair of the King Ranch Institute for Ranch Management (KRIRM) at Texas A&M University-Kingsville. The Institute is part of the Dick and Mary Lewis Kleberg College of Agriculture, Natural Resources and Human Sciences.

For Mathis, the return to Texas marks a homecoming. He grew up near New Braunfels in the Texas Hill Country, and says his livestock production family roots are what led him to a career in serving the ranching industry.

Mathis has been serving as Professor and Extension Livestock Specialist at New Mexico State University (NMSU). During his 12 years at NMSU, he led state Extension programs related to Beef Quality Assurance, Ranch to Rail, Standardized Performance Analysis, the Range Ram Test and the Southwest Beef Symposium. Mathis has also led a research program focused on developing cost-effective preconditioning programs on the ranch, and he has developed and taught courses for ranch managers, as well as a Beef Industry Systems course for graduate and undergraduate students.

Jamey Clement, chairman of the board of King Ranch Inc., serves as chair of the Management Council of KRIRM, and of Mathis' appointment says, “Clay Mathis brings with him not only a strong academic background, but also years of real world experience consulting with ranchers and range specialists. It's not often you find someone with Clay's credentials who has accomplished so much in all these arenas.”

Admiration & Anticipation

As he assumes his new role with KRIRM, Mathis says, “I have watched the KRIRM program develop

over the last several years and recognize the importance of the Institute's mission to the ranching industry. There is no other place in the world that provides the breadth of education and experience for ranch managers as the King Ranch Institute for Ranch Management.”

“Ranching is a complex business that cannot really be taught, but it can be learned...”

He adds, “Ranching is a complex business that cannot really be taught, but it can be learned. I appreciate how well the creators of KRIRM understood this, and the approach they employed to develop well-prepared ranch managers and leaders for this industry. Past students are engaged in managing ranches across the United States, and their unique education and experiences lend to their success. It is the impact that these and future KRIRM graduates will have on the ranching industry 10, 20, and 30 years from now that attracted me to this position the most.”

That said, Mathis intends to continue the KRIRM tradition of looking to the future and identifying challenges and opportunities ranch managers will likely face. “The learning opportunities for students in the Masters of Science in Ranch Management program will be tailored to help them develop the skill-set needed to recognize new challenges and opportunities and make decisions accordingly,” Mathis says.

KRIRM will also continue to build and enhance the

Continued on page 6



Wwagon
tracks

Photo by JoAnne Meeker



Managing Risk in a Risky Business

October 28-29, 2010

SYMPOSIUM TIME AGAIN!

Join us for the 7th annual Holt Cat® Symposium on Excellence in Ranch Management. This year's topic will focus on risk management. Risk is unavoidable. The increased market volatility in recent years has heightened the need for better risk management in cattle operations. However, the fluctuation in economic, environmental, and political influences that cause risk to the ranching business can also create opportunities.

Discover how to find unique approaches to help you manage the forces that put your ranch business at risk. Come learn how you can convert things you may consider a weakness in your operation into opportunities and strengths.

Experienced ranchers and experts from around the country will provide insight into how they manage risk. Topics covered at this year's symposium will be:

- The resurgence of risk in agriculture
- Identify the increasing sources of risk in agriculture and how to manage/mitigate those risks
- Production risk management for cow-calf and yearling systems
- Managing external policies and regulations
- Assessing and mitigating financial risk
- Managing market risk
- Creating choices and developing flexibility in your ranch operations

Featuring Entertainment by
Jake Hooker

Performing Live Thursday Night

Symposium Agenda

Thursday, October 28, 2010



Registration Begins 10:00 a.m.
Welcome and Lunch at Noon

12:15 p.m. Keynote Address:
“*The Resurgence of Risk in
Agriculture*,” Michael Boehlje, PhD.,
Distinguished Professor, Purdue



1:15 p.m. “*Production Risk Manage-
ment for Cow-Calf and Yearling Sys-
tems*,” Jason Sawyer, PhD., Associate
Department Head, Animal Science,
Texas A&M University

2:30 p.m. Refreshment Break



2:45 p.m. “*Managing External
Policies and Regulations*,” Gregg
Simonds, Ranch Consultant

4:15 p.m. Rancher Panel
Discussion

5:30 p.m. Refreshments, Dinner
and Entertainment at the Caesar
Kleberg Wildlife Center

Friday, October 29, 2010



7:00 to 8:00 a.m. Breakfast

8:00 a.m. “*Managing Market Risk*,”
Derrell Peel, PhD., Professor and
Extension Livestock Marketing Spe-
cialist, Oklahoma State University

9:15 a.m. Refreshment Break



9:30 a.m. “*Assessing and Mitigating
Financial Risk*,” Dan Klinefelter,
PhD., Professor and Extension
Economist, Texas A&M University

11:00 a.m. Rancher Panel
Discussion

11:45 a.m. Lunch and Wrap-Up with KRIRM Director,
Dr. Clay P. Mathis

1:30 p.m. - 5:00 p.m. Cattle and Wildlife Tour of the
King Ranch

Rancher Panel Discussion

Our rancher panel discussions at the end of each day will give you a unique opportunity to interact with successful ranchers from across the country. Through these discussions, you will hear unique perspectives on how these ranchers have responded to potential risks they have faced. These ranchers will provide real world examples of risk mitigation that pertain to topics that you care about most. Our panel consists of ranch man-

agers from some of the most successful ranches across the United States. We're certain their unique experiences will provide you with insight on how you can better manage risk in your ranching business.

Rancher panel members are:

- Mark Kossler, *Ranch Manager, Vermejo Park Ranch, Raton, NM*
- Dave Delaney, *Vice President and General Manager, King Ranch, Kingsville, TX*
- Erik Jacobsen, *General Manager, Deseret Cattle & Citrus, St. Cloud, FL*
- John Maddux, *President, Maddux Cattle Co., Wauneta, NE*

Commit to Lifelong Learning



Upcoming Events

September 17-18, 2010

Lectureship on Managerial Accounting for Ranchers

October 28-29, 2010

HOLT CAT® Symposium on Excellence in Ranch Management

January 3-7, 2011

Gus T. Canales
Lectureship on Prescribed Burning

February 18-19, 2011

Lectureship on Strategic Planning

March 14-16, 2011

W.B. "Dub" Yarborough
Lectureship on Oil & Gas

April 8, 2011

J.A. "Tony" Canales Lectureship on Business Law for Ranchers

May 16-19, 2011

Richard Mifflin Kleberg, Jr. Family Lectureship on GIS Technology

June 27-30, 2011

Richard Mifflin Kleberg, Jr. Family Lectureship on Equine Management

Continued from page 3

industry relationships and provide continuing education opportunities through the numerous lectureships, Holt Cat® Symposia, and the Texas AgFinance Certificate in Advanced Ranch Management Program.

But along with that, Mathis says he intends to guide KRIRM to strive to find innovative new opportunities to benefit the ranching industry through education. While many of the future challenges and changes that the ranching industry will face are unknown, Mathis likes to remind himself – and others in the ranching industry – of the Louis Pasteur quote: "Chance favors the prepared mind"

Mathis interprets this by saying, "We will never be able to see the future as clearly as we would like; however, the more we look to the future, try to identify pertinent trends, and prepare ourselves to cope with the unknown pressures the ranching industry will face, the better prepared we will be to succeed."

Dr. Clay Mathis is the second executive director of the King Ranch Institute for Ranch Management since it was established in 2004. He succeeds Dr. Barry Dunn, who returned to his alma mater South Dakota State University in May to serve as Dean of the College of Agriculture and Biological Sciences.

More On Mathis

- Clay Mathis' educational training includes a B.S. in Animal Science and an M.S. in Physiology of Reproduction, both earned at Texas A&M University, and a Ph.D. in Ruminant Nutrition from Kansas State University.
- Honors received by Mathis at NMSU include the 2005 Extension Award and the 2007 Applied Research Award from the Western Section of the American Society of Animal Science.
- During his time at NMSU, Mathis has chaired numerous college, departmental and professional committees. He also has served as acting department head for the NMSU Extension Animal Sciences and Natural Resources Department.
- Mathis and his wife Rhonda have two daughters, Morgan, 11, and Amy Kaye, 5, and one son, Miles, 9. As a family they stay very engaged with their church, and enjoy outdoor activities including hunting, fishing, and livestock enterprises.

KING RANCH INSTITUTE FOR RANCH MANAGEMENT

7th Annual HOLT CAT[®] Symposium on Excellence in Ranch Management

“Managing Risk in a Risky Business”

October 28-29, 2010

NAME: _____

NAME FOR NAME TAG: _____ PHONE: _____

AFFILIATION: _____ EMAIL: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

Registration: \$150.00

Student/Faculty: \$50.00 (includes meals & tour)

Late Registration: \$200.00
(after October 16, 2010)

Student: No Charge (sessions only)
Students must have valid ID

Thursday or Friday Only: \$75.00

To better serve your needs, please answer the following: *(please circle)*

Type of Ranch:

Cattle

Wildlife

Recreation

Other

Size of Ranch:

1-1,000 Acres

1,001 + Acres

Non-Rancher

Full Registration Includes:

Thursday: Morning & Afternoon Sessions, Lunch, Reception and Dinner

Friday: Breakfast, Sessions, Lunch, & King Ranch Tour..... \$ _____

I will need additional Thursday evening dinner tickets for \$50.00 x _____ (# of attendees) \$ _____

TOTAL..... \$ _____

Make checks payable to:

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Mail: KRIRM Symposium
King Ranch Institute for Ranch Management
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Texas A&M University-Kingsville
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Putting Education into Action

KRIRM Students gain excellent learning opportunities from summer internships at ranches across the country. This summer our first year students experienced this first hand.

Graduate student John Hay spent the summer working for Simplot in their land and livestock division in Grand View, Idaho. John has also had the opportunity to visit Simplot ranches in Oregon, Nevada, and Utah. John put much of the training he has received during his first year as a KRIRM graduate student to use working on strategic business plans, ranch analysis, and basic financial analysis for the ranch.

Jennifer Johnson spent the summer working at the Padlock Ranch in Dayton, Wyoming. She was involved in many different aspects of their ranch operations: branding, moving cattle, working with the ranch's tourism enterprise, mapping leases on the Crow Indian

Reservation and surveying rangelands for grasshopper infestation. She also assisted in the Country Natural Beef business, which is a successful segment of Padlock's beef operation.

Tommy Gilmore has been working at Gilmore Ranch in Pleasanton, Texas this summer, applying the knowledge he gained through his first year as a KRIRM graduate student to further develop his ranching business. He has worked closely with NRCS, Texas AgriLife personnel and other experts in the industry to improve production strategies with the long term goal of developing a business plan for Gilmore Ranch.

